



New York State Division of Tourism

I Love New York

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Representative at the International Tourism and Travel Show 2016:

- ***Paula Savage***, Canada Representative

About the Organization:

I LOVE NEW YORK is New York State's official travel promotion agency. New York State features 11 beautiful vacation regions, with attractions spanning from landmarks such as Niagara Falls, to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it's wide-ranging outdoor activities for the whole family like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers.

For more information, visit <http://www.iloveny.com>. Media can find press releases and more at www.iloveny.com/thebeat.

For media inquiries, please contact Melanie Klausner at Finn Partners, (212) 754-6500 or melanie.klausner@finnpartners.com

Objectives at the International Tourism and Travel Show 2016:

- To provide destination information and resources to the travel trade, media, and consumers